LEO BURNETT COMPANY, Inc.

Ad No. 372—Shein & Shein—Req. No. 85033—1 Page—4/C Bleed—8⅛ x 11⅛ in.—{Time / Newsweek / U.S. News & World Report / Sports Illustrated} 1972 (A)

Printed in U.S.A.

Yesterday's cigarette holder.

Today's.

It works like a cigarette holder works.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Kings: 16 mg. "tar," 1.1 mg. nicotine—
100's: 18 mg. "tar," 1.4 mg. nicotine av. per cigarette, FTC Report Apr. '72.

2061193323

Source: https://www.industrydocuments.ucsf.edu/docs/pqxx0001

2061193323